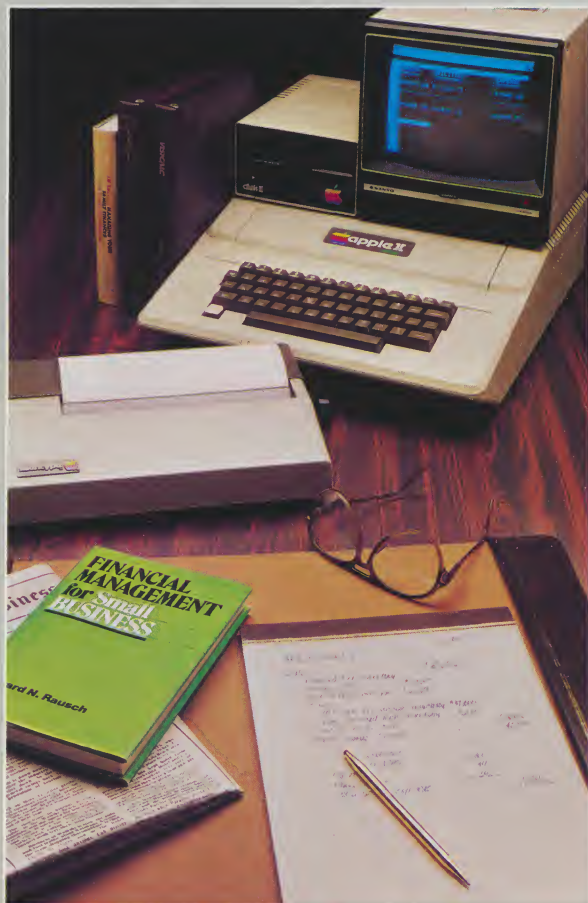


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The Apple II Decision Evaluator

A Planning System
For Successful Managers



Reliable Business

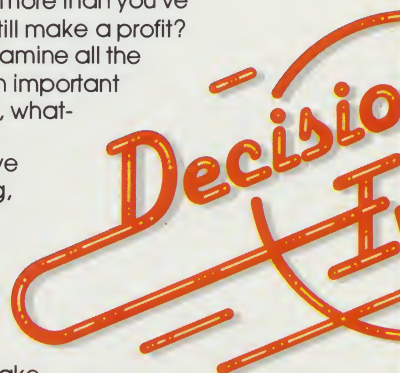
In today's competitive world, success is both the goal and justification of business. And in the long run, your success usually depends on your ability as a professional to make the right decisions, quickly.

But making the right decisions isn't always that easy — especially when you're confronted with a variety of choices, each affected by a large number of variables. And whether you're trying to forecast markets, allocate resources, or meet sales goals, you can't afford to make many mistakes.

Suppose you're bidding on a project, for example. You've based an estimate on your experience and the information at hand — but what if the price of raw materials should increase 10 percent more than you've allowed? Will you still make a profit?

The ability to examine all the alternatives plays an important part in your business, whatever it may be. Your decisions may involve manpower planning, market forecasting, investment timing, pricing, estimating, or dozens of other considerations. The question is, how do you find the time to take everything into account?

Apple has the answer: the Apple II Decision Evaluator — one of the most efficient problem solving tools available to the business market. It's a powerful personal computer system



Apple Plot is a trademark of Apple Computer Inc.

Planning . . .

designed especially to help you assess the "What ifs . . ." for any number of business problems.

With its powerful *Apple Plot™* and either *VisiCalc™* or *Desktop/PLAN™* software packages, you can use the Apple II Decision Evaluator to generate sales forecasts and graphically illustrate their monthly breakdowns. You can prepare detailed budgets and display them in professional reports. You can develop long-term schedules and adjust them quickly whenever required. In short, you can perform hundreds of complex, decision-critical tasks. The Apple II Decision Evaluator system is based on the proven Apple II Plus computer

(with 48K RAM),

and comes

complete with a

quality B&W

video monitor for

displaying detailed

graphics and text,

and a high-

performance disk drive

that lets you quickly store

and retrieve large amounts

of data. Just add the draft

or letter-quality printer that's right

for your needs, and you can have hard

copies of all the reports, charts, graphs,

and other documents your business

decision requires. In your quest for success, you

owe it to yourself to take a closer look at the

Apple II Decision Evaluator. Putting an Apple to

work may be the best business decision

you'll ever make.

Decision Evaluator

Ask The Expert — Your Local Apple Dealer

Apple has a worldwide network of more than 1,000 dealers and service centers. There's probably one located near you. Your local dealer understands your needs and is in the best position to individually address them.

If you want to learn more about the Apple II Decision Evaluator, visit your dealer for a personal demonstration. Talk with him about what you want your system to do for you. Then tell him you want to put one to work. He'll help you get started.

APPLE: EXCELLENCE IN PERSONAL COMPUTERS



10260 Bandley Drive
Cupertino, California 95014

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... And The System That Ensures It

As a successful business manager or professional, you use a variety of analytical tools to solve tough business problems. With the Apple II Decision Evaluator system, you get a complete "tool-box" of powerful software packages that expand your decision-making skills, and reduce the time you spend manipulating and displaying data.

Programs Designed For Problem-Solving

The Apple II Decision Evaluator makes it practical for you to develop and execute customized planning and analysis systems — without any knowledge of computer programming. Administrators can plan budgets, compare actuals with forecasts, and modify projections. Sales and marketing managers can develop accurate forecasting models, pricing strategies, and sales plans. And accountants can calculate rates of return, design pro formas, and draft financial statements. What might take days of tedious work with a calculator, paper, and pencil, takes just minutes with an Apple II and your choice of two very special programs.

VisiCalc

For medium to large planning tasks, choose *VisiCalc*, the huge "electronic worksheet" that lets you tackle any problem presented in a row and column format. *VisiCalc* gives you enough room to set up — and effortlessly manipulate — a detailed, five-year forecast. You provide the information and the algebraic statements necessary to perform the desired calculations. *VisiCalc* does the rest. You can ask as many "What if? ..." questions as you want — and see an immediate response that helps you determine how different circumstances or variables will affect your numbers.

Desktop/PLAN

To handle very large planning tasks, you need *Desktop/PLAN*. It has been specifically designed to handle complex calculations ("if... then" logic), and to provide comprehensive printed reports for use by many individuals within an organization. It's the ideal tool when the job calls for consolidation of different independent operating entities. And, because *Desktop/PLAN* does not require that calculations be mathematically expressed, you never have to think of formulas or program statements.



Plotting Your Route To The Top

The Apple II Decision Evaluator system includes Apple's highly acclaimed *Apple Plot* software. *Apple Plot* lets you quickly display any numerical information in x-y graphical format — from sales and stock activities to manpower charts, production schedules, and statistical quality control data. And you can use *Apple Plot* to display the results of forecasts and models developed with either *Desktop/PLAN* or *VisiCalc*.

In seconds, *Apple Plot* constructs graphs and charts that might otherwise take you hours to design and draw. You choose from six different types of chart formats, including bar, line, scatter, or combinations — all of which can be relabeled, updated, or changed as often as you wish.

Easy to use, *Apple Plot* has explanatory menus and sample data sets that aid you in creating, displaying, and storing your own graphs and charts. You can even use the resulting images in "slide show" style on your video monitor to make presentations without the need for hardcopy or other visuals.

Full Programming Capabilities, Too

If you know how to program, or want to learn, the Apple II Decision Evaluator offers you all the features of terminal-based systems, without any of their downtime headaches. Because the Apple II Decision Evaluator is a self-contained computer system with its own powerful Applesoft BASIC language, you can use it to custom design special business programs. And because it's a personal computer, not a time-sharing terminal, your "on-line" time is unlimited and free.

The Apple II Decision Evaluator system lets you create comprehensive forecasts, budgets, and other business planning documents in less than half the time it takes with pencil and calculator.

If you add a printer to your system, you can produce a hard copy of your *Desktop/PLAN* or

VisiCalc data, as well as the charts and graphs you develop with *Apple Plot* (see below).

Develop a sales forecast, with *Desktop/PLAN*...

